



SALES RESULTS FRANCE 2021

RENAULT N°1 ON THE FRENCH PC+LCV MARKET

- **The Renault brand is the leading manufacturer in France** with 393,688 PC+LCV registrations in 2021.
- Over the year as a whole, Renault sold 102,798 vehicles to private customers. With a 14.1% market share, **Renault is now in second place in sales to private customers**, behind the Dacia brand.
- As part of its Renaulution strategic plan, Renault is pursuing the sales policy initiated at the beginning of the year in France, which is leading to an **increase in the share of sales through the most profitable channels**.
- **Renault is embarking on the first stage of its plan to win back the C segment** with Arkana, which has been a success since its launch in June, with 17,977 registrations.
- As a pioneer and **leader in the electric market**, Renault has a 22.1% market share in this segment. With 25,700 registrations, **ZOE will remain the best-selling electric vehicle in France** in 2021.
- Renault is pursuing the electrification of its range and is also **the leader in the electrified vehicle segment (electric + hybrid)** with a 19.8% market share.
- With 124,737 registrations, **Renault once again confirmed its leadership in LCV sales**.

RENAULT, NO. 1 IN THE FRENCH PRIVATE VEHICLE & LCV MARKET

The Renault brand is the leading manufacturer in France with a market share of 18.8%. It registered 393,688 vehicles (-9.8% and -29.1% respectively compared to 2020 and 2019) in a French automotive market that was still affected by health constraints and a shortage of semi-conductors. The market did not regain its 2019 pace, and recorded a contraction of 22.4% compared to this reference year. Compared to 2020, the market is growing slightly by +1.9%.

PRIORITY GIVEN TO VALUE OVER VOLUME

In line with the Renaulution strategic plan, the Renault brand has been pursuing a selective sales policy since the beginning of the year, focusing on the search for value and improving the value of its sales. Over the year as a whole, Renault sold 102,798 vehicles to private customers. With a 14.1% market share, Renault ranks second in this channel of sales to private customers, behind the Dacia brand.

PRESS CONTACT

Aurore GUILLOUX

+33 6 25 07 38 00 / aurore.guilloux@renault.com
media.renault.com



WITH ARKANA, RENAULT SUCCEEDS IN THE FIRST STAGE OF ITS RECONQUEST OF THE C SEGMENT

In 2021, Renault began its reconquest of the C segment with the launch of Arkana last June, which has been a great success, with 17,977 vehicles registered since its launch and a substantial order book. The mix of the top-of-the-range R.S. Line version - more than one in two sales - and the E-Tech engine - more than 71% of sales - confirms Renault's new value-oriented strategy. Renault will strengthen its presence in this segment in 2022 with the arrival of the All New Mégane E-Tech 100% electric and the new Austral SUV.

RENAULT, LEADER IN THE ELECTRIC MARKET AND THE ELECTRIFIED VEHICLES MARKET

Renault confirms its leadership in the electric vehicle market with 38,492 electric PC + LCV registrations, representing a 22.1% market share. This performance was supported both by sales of electric passenger cars (ZOE and Twingo) and light commercial vehicles (Kangoo Z.E, Master Z.E and ZOE). ZOE remains the best-selling electric vehicle in France with 25,700 registrations. In 2022, the Renault range will be enhanced by All-New Mégane E-Tech 100% electric, and the arrival of New Kangoo Van 100% electric.

Renault remains the leader in the market for electrified vehicles (electric + hybrid) with 91,197 registrations, representing a 19.8% share of the market in this segment. In line with the Renaultion plan, the brand is continuing the electrification of its range with an innovative E-Tech product offering, which has been steadily expanding since its launch in June 2020. The E-Tech hybrid engine has been a great success, accounting for 23.3% of Clio sales, over 71% of Arkana sales and 10% of Captur sales. Electric, hybrid and plug-in hybrid vehicles account for more than 23% of Renault's PC + LCV sales mix in France.

RENAULT CONFIRMS ITS LEADERSHIP IN LCV MARKET

In the LCV market, which is slightly less affected by the difficulties in the sector, Renault once again confirmed its leadership with 124,737 registrations, representing a 28.8% market share. Master, Trafic and Kangoo are the three best-selling LCVs in France.

New Kangoo Van, designed to make daily life easier for professional customers, started its marketing successfully and was awarded the International Van Of the Year 2022 (IVOTY) prize by a panel of 24 European journalists.

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// Supported by the Renaulution plan, we have worked with our network in 2021 on three important areas: the search for value, the reconquest of the C segment and the continued electrification of our range.

We are very pleased with the success of Arkana, the first step in our efforts to win back the C segment, which will continue in 2022 with Austral, our new SUV. In addition, our E-Tech offering, launched in June 2020, already accounts for almost 23% of our sales mix in 2021, building on the success of the E-Tech hybrid powertrains in Clio, Captur and Arkana.

In 2022, we are looking forward to the launch of All-New Megane E-Tech 100% electric vehicle, which will enhance our electric range and reinforce our return to the C segment. This innovative vehicle, a symbol of a new electric world, will provide our customers with new experiences, notably with OpenRlink and integrated Google.

Even if it remains very difficult to make forecasts as to the outcome of the semiconductor crisis, we hope to emerge from this crisis in 2022 and be able to deliver the large backlog of orders that we have accumulated.

Finally, customer satisfaction is a priority that drives our teams and our network on a daily basis. We are proud to be recognised as the number one after-sales service provider by Automobile Magazine and to have been voted Customer Service of the Year. These distinctions testify to the attention we pay to each of our customers' requests. //

Ivan Segal, Senior Vice President, Market Area France, Renault Brand

ABOUT RENAULT

As a brand renowned for being synonymous with 'mobility', European leader of electric vehicles, Renault has always been at the forefront of automotive innovation. The brand's 'Renaulution' strategy sets the tone for ambitious transformation that will drive future value creation. As such, Renault is upgrading its range to be more competitive and balanced, and with more electric models. Its intent is to embody modernity and innovation through its range of technology, energy, and mobility-based services – within automotives and beyond.

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